

# Packaging & Pricing Your Services

How to Maximize Your Profits and Make it Easy for Clients to Buy



**Course Book**

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# Introduction

All businesses can profit from selling a suite of offers at different price points to give clients choice. However, when you have a service-based business, it's especially important to package up your services in different ways, both to meet client needs and to maximize your profits.

Selling services like coaching, consulting, teaching, and training can be challenging because clients are buying something less tangible than a physical (or even digital) product. Even when there *is* a visible element included, like in hairdressing or home repairs, you want to ensure this isn't a one-time purchase and you never see that client again. When you work hard to attract new clients, it's essential to also work hard to keep them. Packaging your services in different ways can increase your sales and keep your clients for longer. After all, many services work better if clients make a long-term commitment.

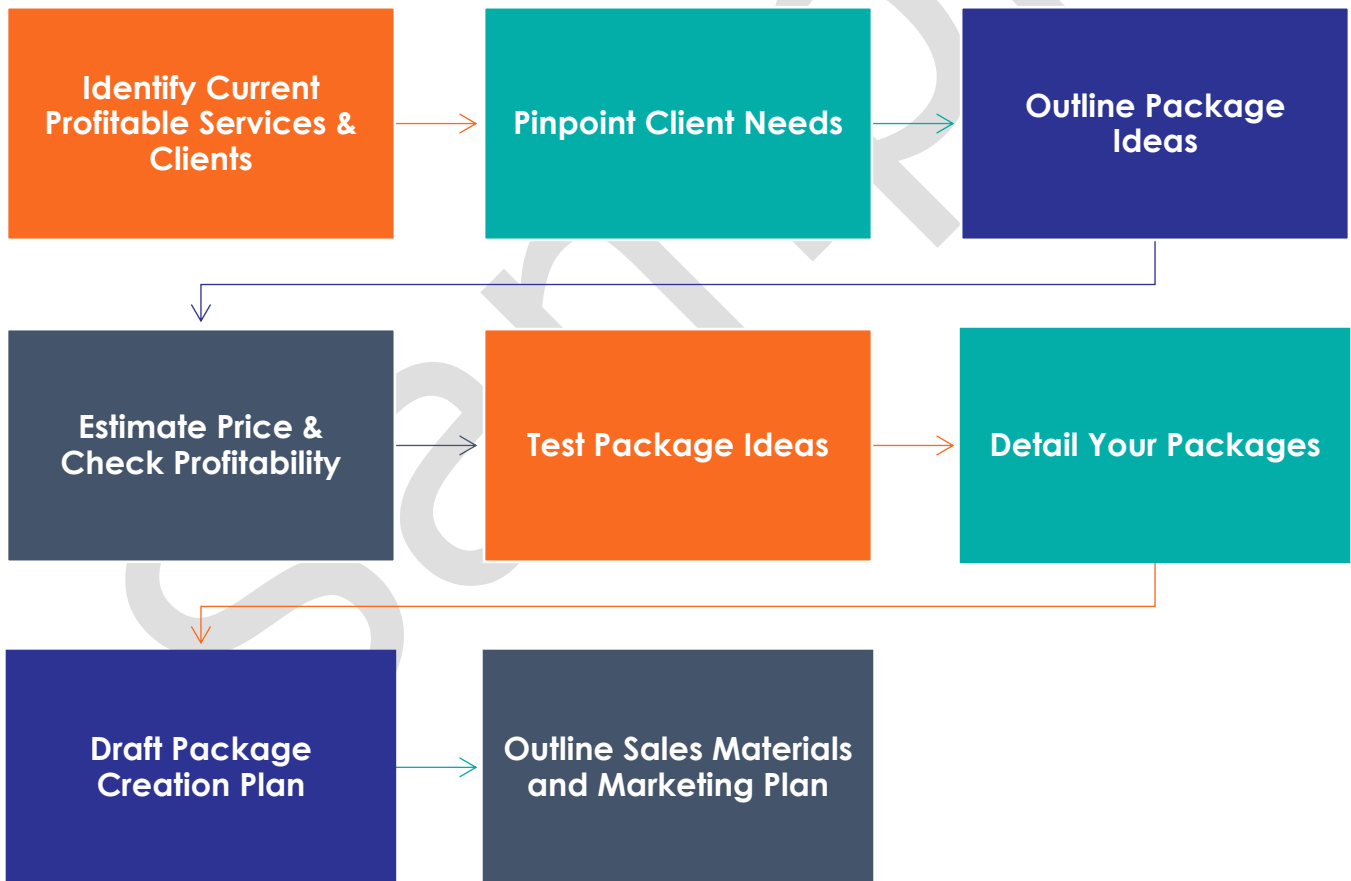
By designing packages that are easy to buy, you can scale your business while helping a larger audience in more effective ways. Offering a range of packages means that clients can make the choice for themselves about what they want, depending on their needs and their budget. You can sell more services and keep your clients engaged in the process of doing business with you.

However, there's one caveat to success with the service packaging approach. It's essential that you are crystal clear about what's included in your packages and what the specific outcomes will be.

This might require you to shift your mindset from selling one-time services or hourly rates to offering clearly explained packages. But those service providers who have tried it have found that packaging has a massive impact on the growth of their business.

This is a course for service providers who want to increase their sales and conversions by making it easier for their clients to select the right option to solve their problems and suit their budget. In the course, you'll learn how to do this by packaging your services into clear, solutions-driven offers presented at different price points. You'll make decisions about the best packages for you to create right now to help grow your business, based on the services you already offer clients. You'll leave the course with a clear plan for how you'll create and promote your first three packages.

Here is your roadmap through the course:



## Learning Objectives:

By the time you complete this course, you'll be able to:

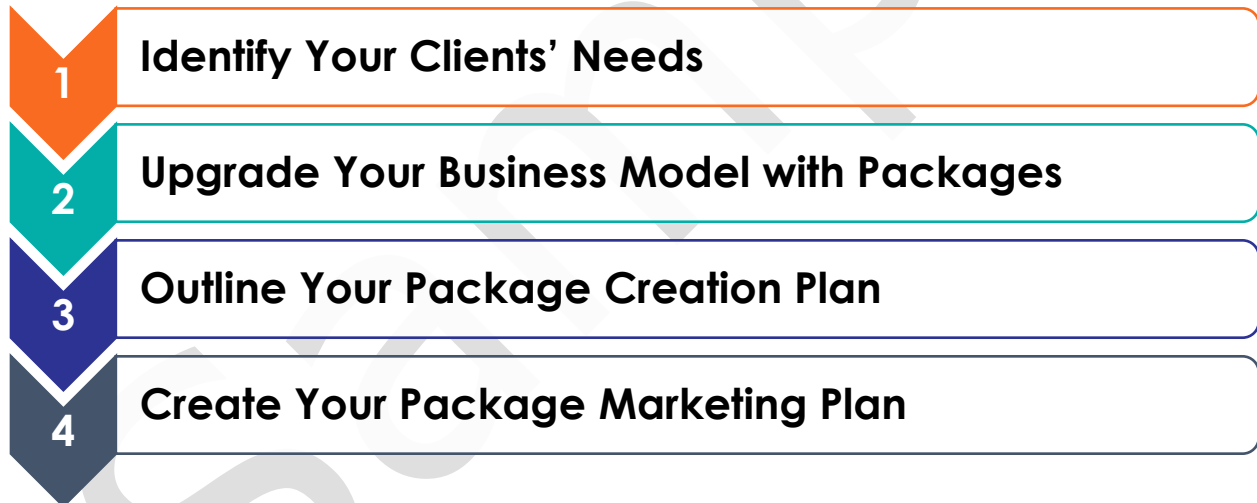
- Identify where service packages fit into your existing business and how they will increase your sales
- Delve into your ideal clients' needs, so that you are clear on the solutions your packages must address
- Select the package type you'll offer that will most effectively meet the needs of your clients
- Decide on your initial pricing, so that you can present a range of price points for different clients' budgets
- Estimate the profitability of your package ideas, so that you can be sure they will increase your income and grow your business
- Determine how your packages increase the lifetime value of a client and then validate your ideas, so that you're confident you can sell your packages
- Pick your "best value" or "most popular" package and identify how your other packages fit together, so that you can offer an optimal number of choices that maximize your sales
- Detail the contents of each package and draft a package creation plan, so that you can immediately take action to create the packages that will work for your business
- Plan what sales and marketing materials you'll need to promote your first packages and scale your revenue quickly
- Outline a marketing plan and create a timeline for marketing your priority package

- Consolidate and implement your learning and plan future action steps, so that you can achieve the goals you set for this course and develop further

## Overview of the 4-Step Process to Package your Services

In this course, you'll follow 4 steps so that you can easily package up and promote your services to increase your revenue.

These are:



1. Identify Your Clients' Needs
2. Upgrade Your Business Model with Packages
3. Outline Your Package Creation Plan
4. Create Your Package Marketing Plan

The course is broken down into 6 major modules and individual lessons to take you step-by-step through the ways you can successfully package your services.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

We've also provided a **Service Package Planner & Tracker** spreadsheet that has separate tabs for different steps you'll complete during the course. However, you can also use the relevant space in the Action Guide to do your planning. Choose whichever method works best for you.

## Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

# Module 1 – How Offering Packages Will Increase Your Sales

Packaging is one of the most effective ways for service businesses to grow. As you combine existing services and create new offerings at different price points, you add more choices for your clients and make it easier for them to buy.

In this first module, you'll get clear on how your business and your clients will benefit from packaging your services into solutions-focused offers.

## What is a Package?

A package is a collection of services offered at different price points to give clients choices.

Packages work well for service-based businesses that currently offer a random selection of services, or even just one type of service and one current package. If this sounds like you, then packaging up your services will provide you with a way to consolidate your existing offers and add new ones. As packages focus on providing the solutions your clients are looking for, rather than just a range of prices, this way of working will increase your ability to help them.

There are different ways to package up your services, and we'll dive into more detail on that in a later module. But so that you're clear from the start about what we mean by packages, here are some common examples:

- Packages that offer different tiers of service at different price points; for example, Bronze, Silver and Gold levels of service where the value increases with the price



**ATTENTION:**

This is only an excerpt from our full course [Packaging & Pricing Your Services](#). The full, customizable course contains 7 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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